

yr: 2002



Delivering your share of the news

SPECIAL Newshare CONTRIBUTING MEMBER RATES

Here's how to become a Contributing Member:

One-Time Fee \$ 25.00

and Annual Fee of \$25.00 per year payable on sign-up anniversary date

ONE-TIME FEE Covers:

Storage for the following Contributing Member provided HTML text pages , .gif images:

Or use our easy to use Newshare HomePage Template.

HomePage and hyperlink pages consisting of HTML text and/or .gif images up to 50K.

Please provide your materials in this manner:

Contributing Member will ASCII text pages consisting of member provided (see Custom HTML Services) HTML text and .gif formatted images (uncompressed) to Newshare on 3.5 diskette for uploading to Newshare server. All pages should be loose within a "text" folder(directory) and all .gif images should be within a "images" folder(directory) within the text folder.

ONE-TIME FEE also covers:

FREE Links from:

- Free "hyperlinked" listing of 25-words or less of informational descriptive text in Newshare w3 Member Index to your Home Page.

From within the Newshare Syndicate your offerings can be browsed by potential licensees. Publishing

Members will look through your portfolio of content and services to find a style, article, artwork, etc. that they can license from you and offer in their publications, both print and electronic.

- Free "hyperlinked" listing in Newshare W3 Business Guide our online advertising message area for visitor and member use. Listing consists of a hyperlink to your Home Page and a 50-word promotional listing.

OPEN ACCESS area:

- You may choose to place a link to your Contributing Member Materials in our Newshare Common for FREE.

The Newshare Common is an open access area designed to house sample or full offerings. Anyone traveling the WWW can enter this area. No Newshare, member or user fees, click-fees, commissions, etc. are applicable within this open access area.

COMMISSION Agreement:

Until Token-Validation-Service is operational and click-fees" can be charged and credited the following commission structure will apply:

Resale Commission on Contributing Member content: 15-percent of any Contributing Member content brokered through Newshare Syndicate .

OTHER Fees:

Additional Monthly Server Space

Fee.....\$1.00 per mo. per 100K

Update Files: .html file updates up to 20K that:

- are eMailed to us.....\$5.00 per file

- we have to ftp pickup.....\$3.00 per file

(please provide full file, not just the section that is being updated)

New Files (text or Image): new .html or .gif files up to 20K that:

- are eMailed to us.....\$5.00 per file

- we have to ftp pickup.....\$3.00 per file each additional ftp from same site is \$2.00.

(if ftp pickup eMail us the address and locator information)

NOTE: If you are sending us a NEW FILE you should also send us an UPDATED FILE of your HomePage with a hyperlink to it. There is no charge for a Home Page file that is updated with a hyperlink to new page content located on our server.

eMail Example:

You eMail one NEW FILE up to 20K.....\$5.00

You eMail New File and Updated HomePage. Total.....\$5.00

eMail Example:

You eMail one NEW FILE that has an IMAGE up to 20K.....\$10.00

You eMail New File, Image File and Updated HomePage. Total.....\$10.00

ftp Example:

You have us ftp and pickup one NEW FILE up to 20K.....\$3.00

You have us ftp and pickup New File and Updated HomePage.

Total.....\$3.00

ftp Example:

You have us ftp and pickup one NEW FILE that has an IMAGE up to 20K.....\$5.00

You have us ftp and pickup New File, Image File and Updated HomePage.

Total.....\$5.00

NOTE: You may also send us your updated and new files on a 3.5 diskette (PC or MAC format). Please include payment with files.

All fees are in U.S. Dollars. Please make checks payable to Newshare Corp.

This is just the beginning of Newshare. Our goal is to take the first step ... and then help others take it too

Join Newshare today . . . by going to our response form.



Your Link.....



Your Link.....



Your Link.....



Your Link.....



Your Link.....



Your Link.....



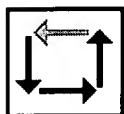
Your Link.....



Your Link.....



Your Link.....

[To Home...](#)[To Common...](#)[To Membership...](#)



Newshare WWW site is a service of **Newshare Corp.**, a Massachusetts-based broker of digital information for newspapers, broadcasters and the public.

If you have comments or suggestions about **Newshare Resource Center**, please email them to feedback@newshare.com.

The **Newshare** name is a service mark of **Newshare Corp.**

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[Advanced Search](#)
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[Search Tips](#)

[Web](#) - [Images](#) - [Groups](#) - [Directory](#) - [News](#)
Searched the web for **token validation service**.Results **1 - 10** of about **34,300**. Search took **0.13** seconds.

W3C HTML Validation Service Results

... Error: an attribute specification must start with a name or name **token**. ... your document, you should also check it for validity using the **W3C CSS Validation Service** ...

www.balancedscorecard.org/bscit/validations/v2001/Sandia_401T.htm - 53k - [Cached](#) - [Similar pages](#)

W3C HTML Validation Service Results

HTML Validation Service Results. Document Checked. ... 23/96> ^ Error: value of attribute "NAME" must be a single **token**. Line 7, column ...

www.balancedscorecard.org/bscit/validations/v2000/NBL.htm - 30k - [Cached](#) - [Similar pages](#)

[[More results from www.balancedscorecard.org](#)]

About the Validation Service

... Syntax Errors. The error messages returned by the **validation service** can appear obscure. ... Name **Token** Ignored and Incorrect Character in Markup. ...

www.cf.ac.uk/Tools/check-html/help-notes.html - 6k - [Cached](#) - [Similar pages](#)

Error Explanations for The W3C MarkUp Validation Service

W3C MarkUp Validation Service. ... A special case of the previous error; the attribute in question is defined to take as value an SGML name **token**, which must begin ...

validator.w3.org/docs/errors.html - 44k - [Cached](#) - [Similar pages](#)

W3C HTML Validation Service Results

... one or more options that alter the content of the document before **validation**, or have ... Error: an attribute specification must start with a name or name **token**. ...

spazioinwind.libero.it/gianluca_affinito/web_barriere/report/inail/inail_w3.htm - 23k - [Cached](#) - [Similar pages](#)

SPECIAL PUBLISHING MEMBER RATES

... Registration as a Newshare Publishing Member within the Newshare **Token Validation Service** (TVS) (effective mid-1995), enabling the receipt of royalty ...

www.newshare.com/Newshare/Members/Publishing/MAR95PubRates.html - 9k - [Cached](#) - [Similar pages](#)

Error Explanations for The W3C HTML Validation Service

W3C HTML Validation Service (UWA CWIS ... A special case of the previous error; the attribute in question is defined to take as value an SGML name **token**, which must ...

validator.cwis.uwa.edu.au/docs/errors.html - 35k - [Cached](#) - [Similar pages](#)

W3C HTML Validation Service Results

... Error: value of attribute "name" must be a single **token**. ... you use CSS in your document, you should also check it for validity using the **W3C CSS Validation Service** ...

kensall.com/gov/xhtml/validation/tidy-check.html - 38k - [Cached](#) - [Similar pages](#)

PDF Distributed File Authorization Service

File Format: PDF/Adobe Acrobat - [View as HTML](#)

... You may use a key server for validating an authorization **token**. ... Such **validation** would be necessary if a beacon wants to provide **service** only to certain ...

www.cse.nd.edu/~surendar/teach/spr02/ubicomp/hw03.pdf - [Similar pages](#)



Building a free market for digital information

CLICKSHARE/TVS: Q&A

Q: What is Clickshare Service Corp. offering?

A: We've developed the patent-pending Token Validation Service (TVS). TVS is not a brand name; the brand identity will be created by the licensed operators of Clickshare services. The Clickshare/ TVS technology offers six features:

- **AFFILIATION MANAGEMENT** -- It allows audience owners such as publishers, ISPs, telcos, banks, portals, affinity groups to manage and profit from the tracking and sharing of their respective users and to account for the multi-domain sale of information or products.
- **MICROPAYMENTS** -- It makes it possible for publishers, and information or software owners to sell economically and easily to Internet consumers in units as little as 10 cents per item -- so called *micropayments*.
- **PERSONALIZATION** -- It allows consumers "privacy-protected demographics." They can store their custom information preferences as part of their user profile and then optionally give those preferences to web publishers who wish to personalize their offerings. TVS *Digital Calling Card (SM)* technology makes this possible.
- **ACCESS CONTROL** -- It permits a web site to differentiate requests for information by individual users rather than broad domains -- even if the user has never registered with that particular web site. This "Service Class" technology avoids users having to maintain multiple IDs and passwords and allows for universal registration.
- **AUDIENCE MEASUREMENT** -- Advertisers want to measure the effectiveness of their pitches by knowing as much about individual viewers as possible. Basic Internet protocols identify users only by "domain." TVS *Digital Calling Card* technology transfers a unique identifier for each user worldwide. This creates a platform for fine-grained demographic analysis while protecting user privacy.
- **EASE OF USE** -- The consumer can leverage a single billing relationship with a "most-trusted" Clickshare Service Provider -- such as an ISP, telco, cable company, publisher or other billing entity -- to purchase information at multiple web sites with single-ID and password convenience. No end-user software is required beyond a standard Web browser.

Q: What are the overall benefits?

- **UNIVERSAL SETTLEMENT** -- Publishers and online services have begun exploring ways to compensate each other for the services they provide to users [Advertising Age, Jan. 20, 1997, "Pay per view: Web sites seek deals with ISPs"]. Such contractual relationships will rapidly become unmanageable because of the variety of sources of information and users and the need to

have bilateral agreements among players. A single settlement facility, as with the long-distance telephone industry, is needed. Also, if users are forced to join information cartels of large publishers or user-owners, they will be denied choice and will be forced to accept bundled pricing.

- **UNIVERSAL CREDIT** -- Many web sites are enrolling users and accepting credit-card payments. But each of these relationships works only for that web site, much as a store-credit card issued by Sears, doesn't work at Target or Pennys. The experience in the consumer credit industry of a gradual conversion of most such accounts to VISA or MasterCard-backed systems demonstrates the desire for consumers and marketers to have less credit facilities rather than more which are universal in their application.
- **UNIVERSAL ACCESS** -- Publishers who seek to charge users on a subscription basis by definition exclude the vast majority of potential users who would buy a portion of the web site's offerings on a "per-click" basis. TVS, uniquely, offers the opportunity to "have it both ways." Just as conventional newspaper and magazine publishers have subscribers and single-copy sales, the Clickshare-enabled publisher can have subscribers, but also vend information to visiting Clickshare member users "by the click." In the proprietary online world (West, Lexis-Nexis, Compuserve, Dialog) this was not been technically feasible because of the lack of a universal public network, such as the Internet, that takes care of site access. TVS provides the vicarious billing relationship.

Q: Who's involved in the Clickshare/TVS system?

- **INFORMATION SELLERS** -- Operators of World Wide Web sites who wish to make money from the sale of information or software are called Publishing Members. Examples include: newspapers, magazines, specialty publications, new-media entrepreneurs, game vendors and software publishers.
- **BILLING AGENTS** -- Consumers have preexisting, ongoing credit relationships with billing agents who agree to become Clickshare Service Providers. In exchange for a negotiated share of the "Clickstream" revenue from information sales, these service providers assume responsibility for servicing and billing end users. Examples include: Internet Service Providers, newspapers, specialized publishers, online services, telephone companies, cable and utility companies, credit-card issuing banks, retailers and other consumer-credit entities.
- **CUSTOMERS** -- Internet users who have established an account with a billing agent and who seek convenient access to widely distributed digital information are called TVS Members. They are customers of their billing agent and need have no direct relationship with Clickshare Service Corp. or its licensee/operator.
- **CLICKSHARE SERVICE CORP.** -- Facilitating the authentication of Member Users, and storing records of their access to web sites is the Clickshare Access and Logging Service (CALS). Operated by Clickshare Service Corp. or its licensees, CALS is a fault-tolerant network of Internet servers which exchange real-time, encoded information with machines operated by information sellers and billing agents.

Q: What is the value of TVS to each of the constituents below?

INFORMATION SELLERS

- A way to get guaranteed payment for selling information on the Internet
- A third revenue stream after advertising and subscriptions
- A digital equivalent of "single-copy sales" to casual web-site visitors.
- A way to obtain anonymous user demographic and preference information without requiring registration.
- Enhances customer service through ability to personalize
- Enables site access by service class such as subscriber only
- Produces auditable, third-party "page-view" data for advertisers
- Low entry barrier, pay-as-you-profit cost structure

BILLING AGENTS ("Clickshare Service Providers")

- A new revenue stream -- selling information instead of just Internet connectivity or physical goods
- Greater user "stickiness" by providing added value of access to multi-site resources and information with single-bill and registration simplicity.
- Low entry barrier, pay-as-you-profit cost structure
- Leverage existing billing facility for profits at little incremental cost
- Provides credibility and co-marketing strength of an affiliate relationship
- Become a source of anonymous but user-specific market data on where customers are going for information and services
- Solidifies billing agent as "home port" for customer

CUSTOMER

- Convenience of single ID and password and one-stop registration for information and product access anywhere on Web which is Clickshare enabled
- Privacy-protected demographics are never accompanied by name, address or credit information when submitted to affiliated sites.
- Choice of billing agents (one or many)
- Ease of payment through single, periodic bill via existing credit facilities
- Requires no special end-user software and no new end-user credit relationship
- Instant point-and-click purchasing with authentication in background
- No transfer of credit-card information across the Internet
- Total control of who can use personal information
- User's address optionally protected from unwanted mail
- Parental control built and regulated by publisher not by government
- Nightly advisory of information purchases

CLICKSHARE SERVICE CORP. (or licensee/partner)

- Front-loaded revenues from CPM and CSP member enrollment fees
- Cost-based revenues from per-enabled-user fees
- Scaled, annuity revenue from per-click transaction fees
- Service fees for audience measurement data, installation and support
- Commissions on advertising sales (Adshare -- pay-per-view ads)

Q: Is Clickshare available now?

Trials of Clickshare are anticipated to occur early in 1999. A prototype demonstration is available at

<http://1999.clickshare.com/tryit/> Potential service providers and content providers should contact Clickshare Service Corp. to arrange to participate in trials.

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